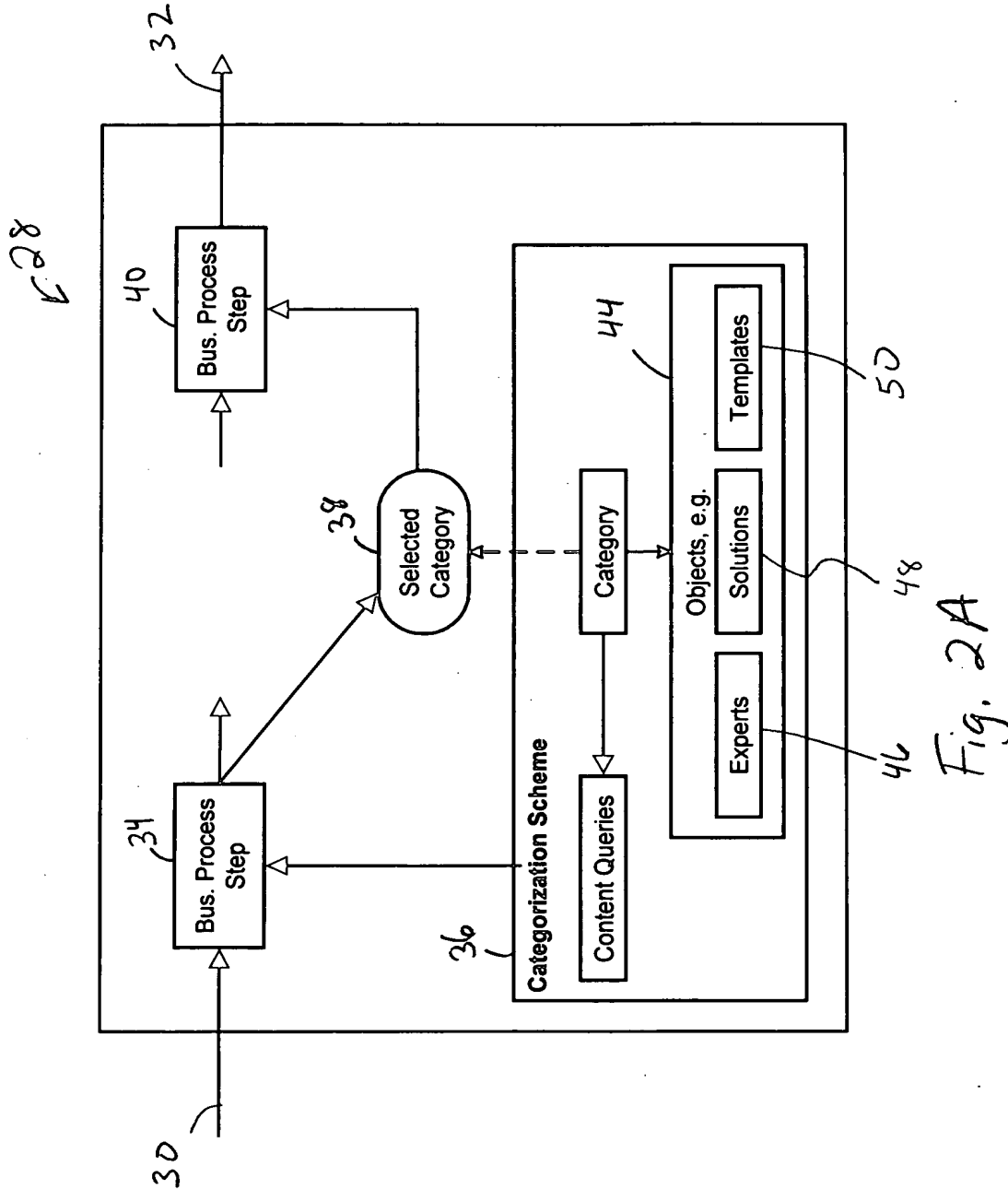


Fig. 1



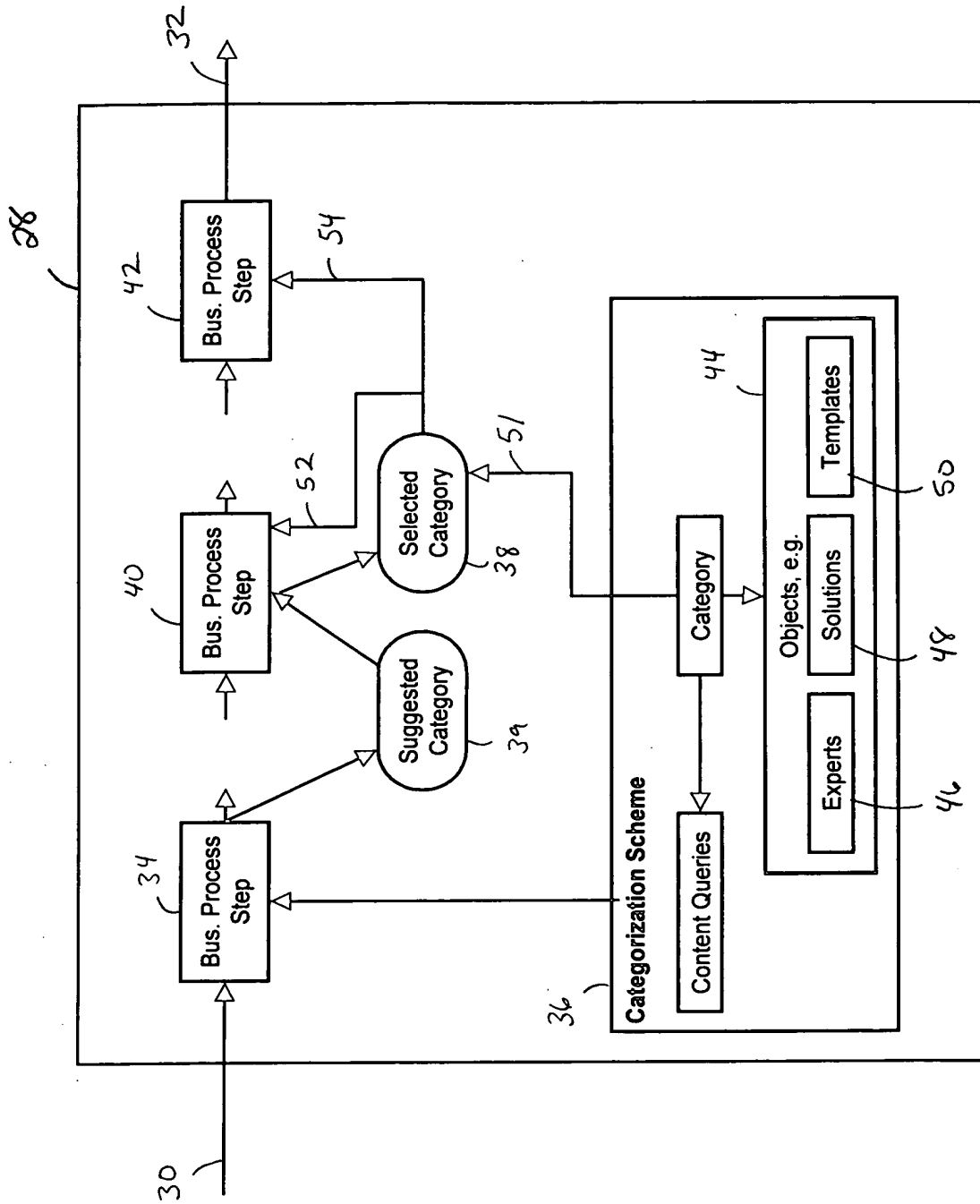


Fig. 2B

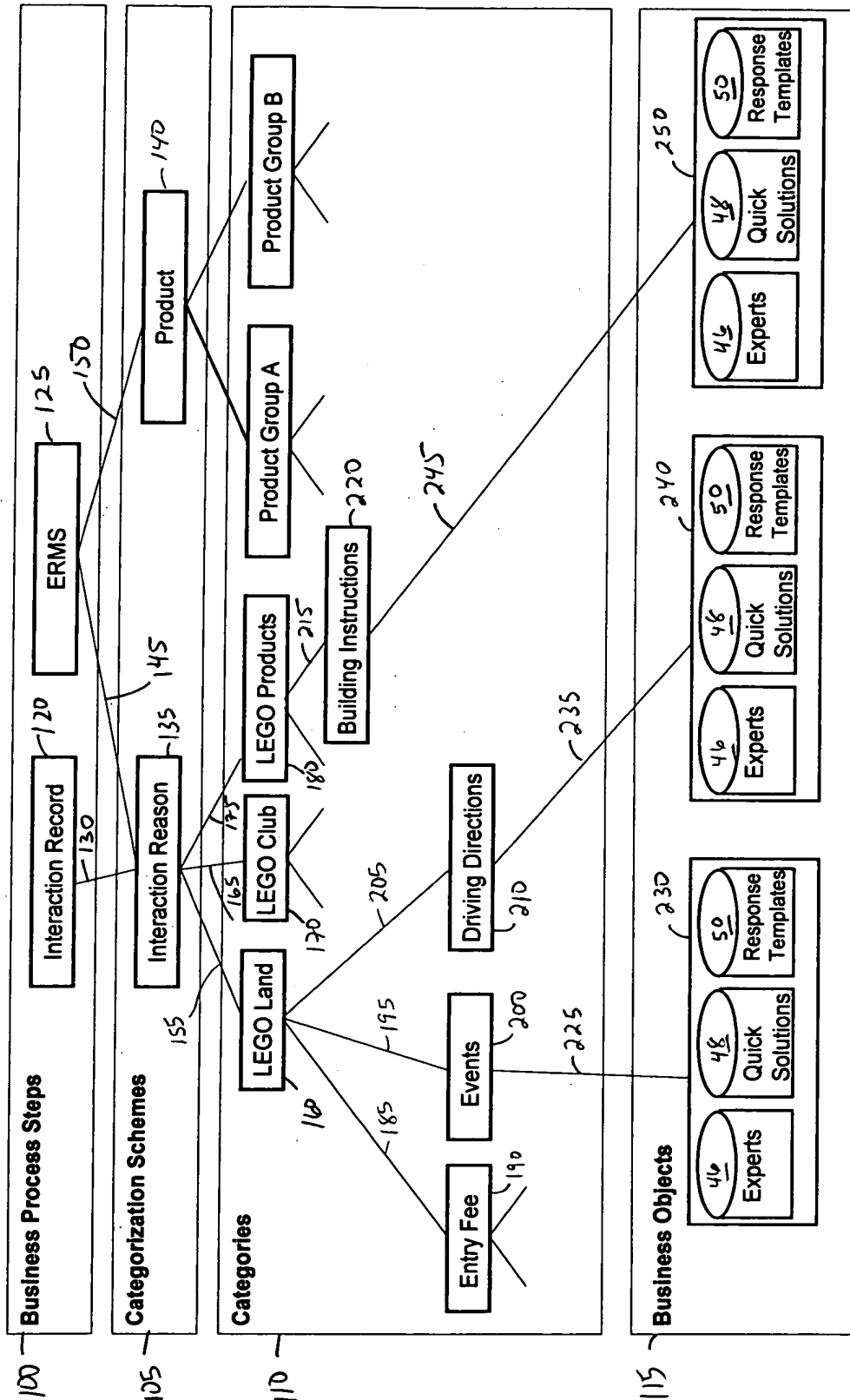


Fig. 3

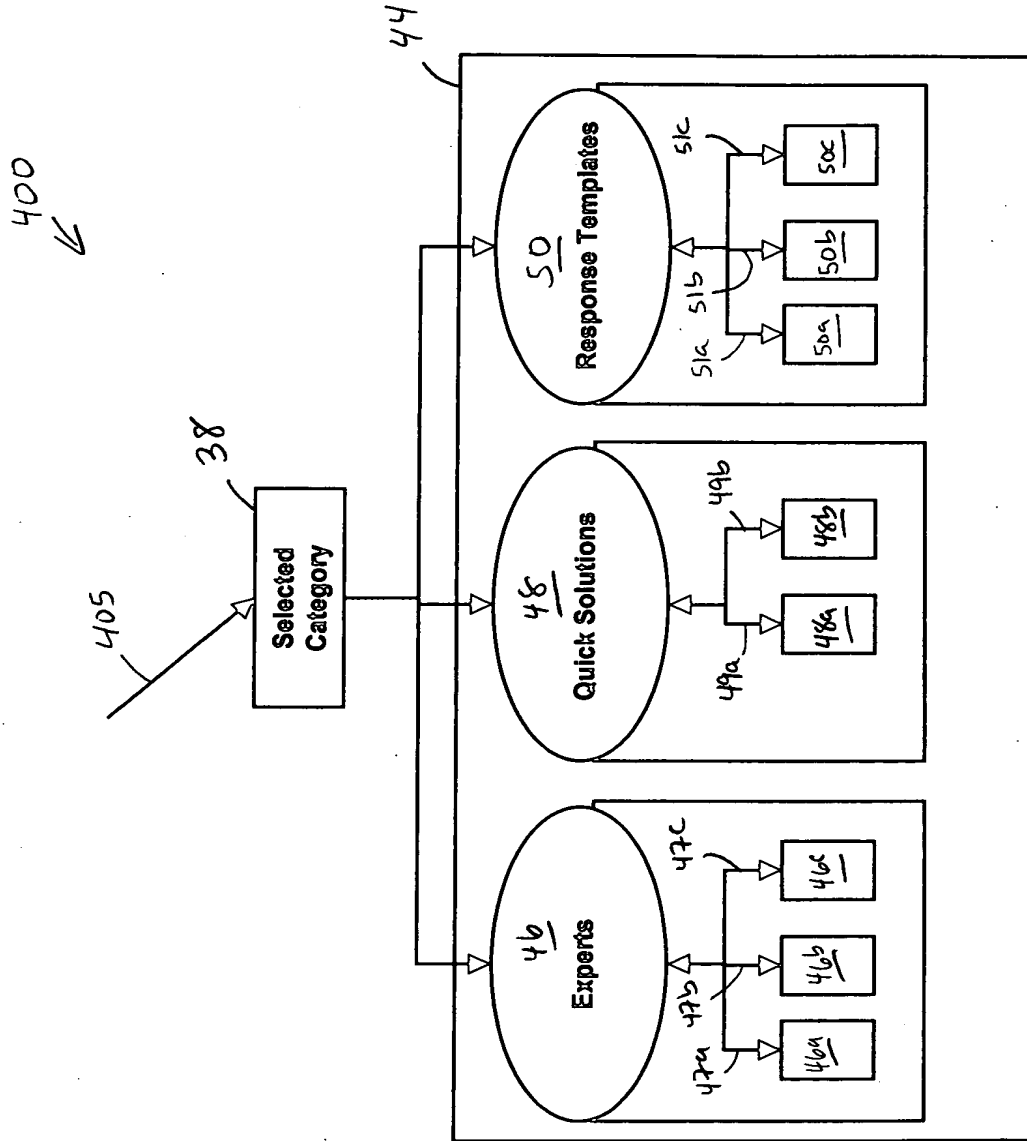


Fig. 4

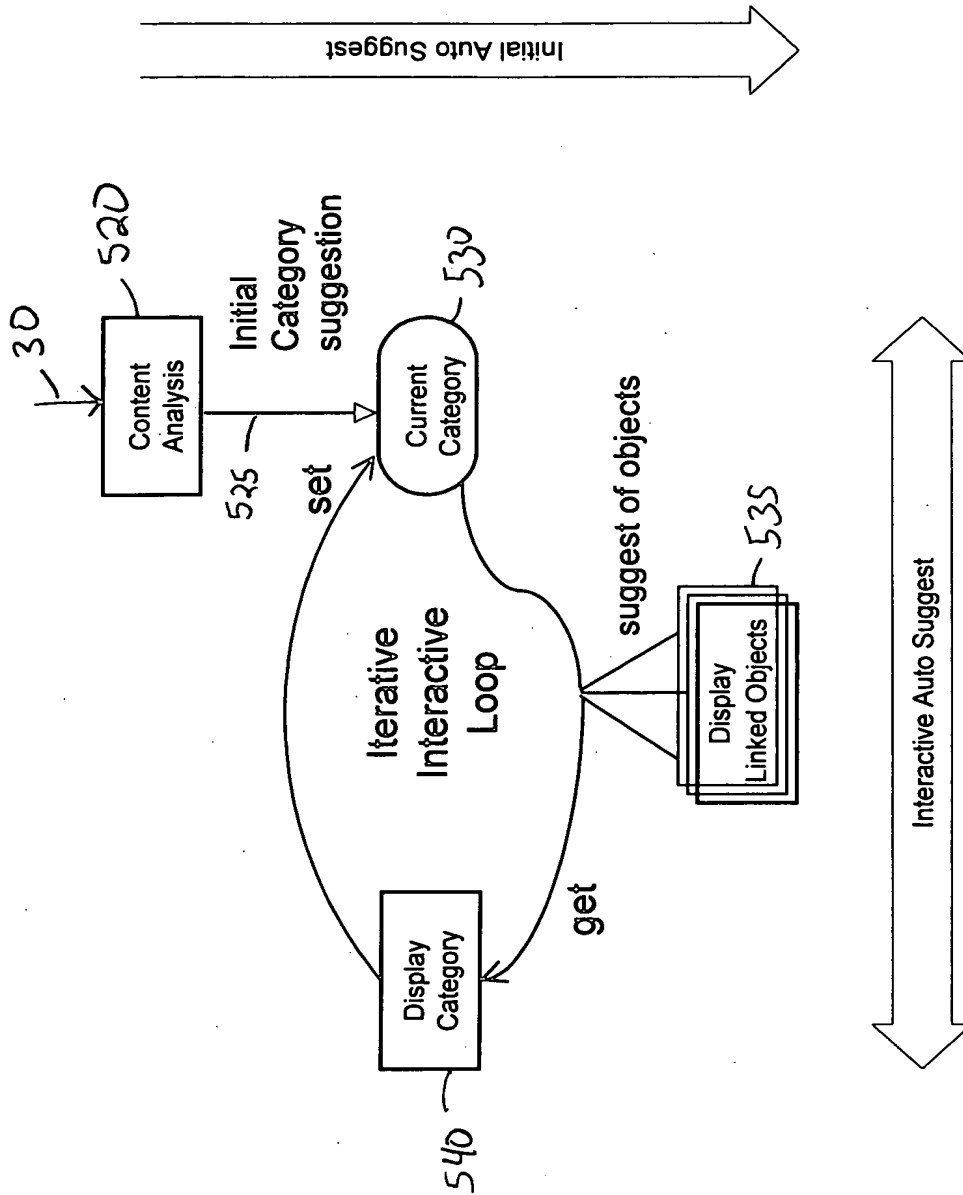


Fig. 5A

550

Description	Priority / Status
Reason	Very High In Process
Classification 1	Apple
Classification 2	iPod
Classification 3	Playlists
Classification 4	

555

560

Save Cancel Test

Fig. 5B

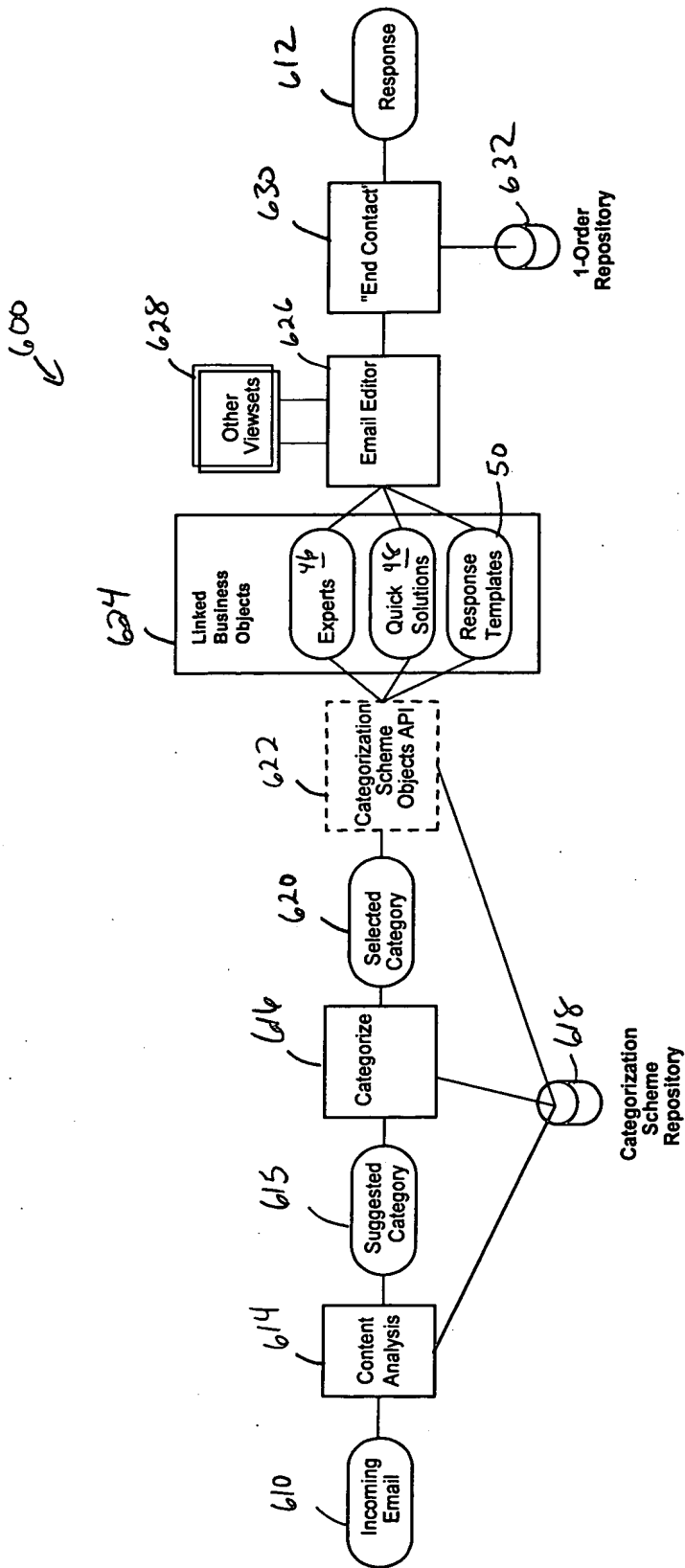


Fig. 6

710

700

SAP

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0:05 / 0:15 Ready Not Ready

b.frissel@martin.net

E-Mail Header

From: p.castillo@lego.com
Reply To: service@lego.com
To: b.frissel@martin.net
Cc:
Bcc:
Date/Time:

Attachments

Document Title: Type: 1/1

Interaction Log

Reason: Directions
Priority: Medium
Description: Directions to LEGOLAND
Status/Result:

Interaction Record

712

>Hi,
>Please send me the directions to LEGOLAND California.
>Thx, Bill Frissel

Save Print

714

This time, P.J documents the reason for interaction first.

716

718

FIG. 7A

Now, when P.J. opens the Standard Response pull down, he sees only the relevant responses. P.J. can search for more responses if he needs to. P.J. chooses Directions to LEGOLAND California.

710

700

SAP

Bill Frissel
Martin Co. Ltd.

Mail Outbound
Connected 0:05 / 0:15 Ready

Accept Reject Transfer End Dial Pad

E-Mail

Subject
Text type / Language
Insert Standard Response

Re: Directions to LEGOLAND
HTML English
Go

Directions - LEGOLAND Billund
Directions - LEGOLAND California
Directions - LEGOLAND Deutschland
Directions - LEGOLAND Windsor
More Responses.

730

>Hi,
>Please send me the directions to LEGOLAND California.
>Thx, Bill Frissel

E-Mail Header

From
Reply To
To
Cc
Bcc
Date/Time

Attachments

Document Title Type

Interaction Log

Reason
Priority
Description
Status/Result

Interaction Record

Directions
Medium
Directions to LEGOLAND

Save Print

FIG. 7B

P.J. personalizes the message and sends it to Mr. Frissel.

710

700

SAP

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0:05 / 0:15 Ready

b.frissel@martin.net

Not Ready

E-Mail Header

From: pl.castillo@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc:

Bcc:

Date/Time:

Attachments

Document Title

Type

1/1

Add Delete

Interaction Log

Reason: Directions

Priority: Medium

Description: Directions to LEGOLAND

Status/Result:

730

Re: Directions to LEGOLAND

HTML

English

Directions - LEGOLAND California

Go

736 pm

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND

From North San Diego County Inland:

Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND

From North San Diego South Bay Area:

Take 5 South to Cannon Road East, and follow signs to LEGOLAND

From East San Diego County, Hotel Circle:

Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Save Print

712

71C

FIG. 7C

P.J decides to look for a Standard Response. He does not see the response he is looking for in the short list, so he selects More Responses to access all of the Standard Responses available company wide.

710

700

712

718

Bill Frissel
Martin Co. Ltd.

Accept | Reject | Transfer | End | Dial Pad

Mail Outbound
Connected 0:05 / 0:15
Ready

Not Ready

E-Mail Header

From: p.jcasillio@lego.com
Reply To: service@lego.com
To: b.frissel@martin.net
Cc: b.frissel@martin.net
Bcc:
Date/Time:
Attachments:
Document Title:
Type:
1/1
Add | Delete

Interaction Log

Reason
Priority
Description
Status/Result

Interaction Record

Re: Lego exclusive sets catalog request
HTML English Go
6 p
Membership
Catalog Request
Subscription Enquiry
Publication request
Event list
Greeting
Order Status
More Responses..

730

>Hi,
>Please send me the prod
>Lego sets.
>Thx, Bill Frissel

Save | Print

FIG. 8A

P.J. wants to see what categories exist under Interaction Reason.

[illegible]

FIG. 8B

The tree of categories
under Interaction
Reason are displayed
to P.J. and he selects
Driving Directions.

700

Bill Frissel
Martin Co. Ltd.

Mail Outbound
Connected 0:05 / 0:15 Ready

Value Help Selection

Search Criteria

Interaction Reason
Language

Search Clear Close

Search Criteria

Results

Interaction Reason	Language
Refers to the exclusive ..	LEGO Club
Enquires regarding the ..	LEGO Land
Enquiries requesting ..	• Driving Directions
Requests to clarify entry ..	• Entry Fee
Request to know current ..	• Events
Category enumerating the ..	LEGO Products

Search Clear

Add to favorites Cancel

FIG. 8C

He searches based on the Category Driving Directions and sees the Standard Responses available under this category. He could also choose to search based on other Search Criteria

700

SAP

Bill Frissel
 Martin Co. Ltd.

Mail Outbound Connected 0:05 / 0:15 Ready

Not Ready

Accept Reject Transfer End Dial Pad

E-Mail

More Responses - Search

Show me standard responses with

Interaction Reason ☐ Driving Directions

With this title

Language

Search Clear

Results

50

Title	Category	Created On	Created By
Directions - LEGOLAND Billund	Directions		chavez
Directions - LEGOLAND California	Directions		chavez
Directions - LEGOLAND Deutschland	Directions		chavez
Directions - LEGOLAND Windsor	Directions		chavez

Cancel

FIG. 8D

Applicant(s): Christopher Ronnewinkel et al.
COHERENT CATEGORIZATION SCHEME
EV479290427US

After reading the
description, P.J.
decides to insert this
response into
her email.

700

830

Bill Frisfel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

Mail Outbound Connected 0.05 / 0.15 Ready Not Ready

E-Mail

Standard Response - Detail

Title	Directions LEGO Land California
Category	Directions
Created by	Chavez
Created on	09.25.2003
Preview	

Hi Bill,

Here are the directions:

LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.

From North San Diego County:

- Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND
- From North San Diego County Inland:
- Take 15 North or South to 78 West to 6 South, then take Cannon Road East and follow signs to LEGOLAND
- From North San Diego South Bay Area:
- Take 5 South to Cannon Road East, and follow signs to LEGOLAND
- From East San Diego County Hotel Circle:
- Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Thanks and best regards,

P.J. Costello
Customer Service Representative

832

Cancel

FIG. 8E

P.J. personalizes the message and sends it to Mr. Frissel.

710 700

SAP

Mail Outbound Connected 0:05 / 0:15 Ready Not Ready

Bill Frissel Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail Header

From: p.castillo@lego.com
Reply To: service@lego.com
To: b.frissel@martin.net
Cc:
Bcc:
Date/Time:
Attachments:
Document Title:
Type: 1/1
Add Delete

Interaction Log

Reason: Directions
Priority: Medium
Description: Directions to LEGOLAND
Status/Result:
Interaction Record

Subject: Re: Directions to LEGOLAND
Text type / Language: HTML English
Insert Standard Response: Directions - LEGOLAND California Go
Hi Bill,
Here are the directions:
LEGOLAND® California is located in the seaside village of Carlsbad, just 30 minutes north of San Diego and one hour south of Anaheim.
From North San Diego County:
Take Coastal 5 South to Cannon Road East, and follow signs to LEGOLAND
From North San Diego County Inland:
Take 15 North or South to 78 West to 5 South, then take Cannon Road East and follow signs to LEGOLAND
From North San Diego South Bay Area:
Take 5 South to Cannon Road East, and follow signs to LEGOLAND
From East San Diego County, Hotel Circle:
Take 8 West to 5 North to Cannon Road East, then follow signs to LEGOLAND

Save Print

718

FIG. 8F

P.J documents the reason
for interaction first and
Saves it.

7/8

710

700

SAP

Mail Outbound Connected 0:05 / 0:15 Ready

Bill Frissel Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

E-Mail

Subject: Re: KRIKORI NUI building instructions

Text type / Language: HTML English

Insert Standard Response

7/36 p0

Arial

912

>Hi,
>Could you please send me the KRIKORI NUI building
>instructions?
>Thx, Bill Frissel

From: pfrissel@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc:

Bcc:

Date/Time:

Attachments:

Document Title:

Type:

1/1

Interaction Log

Reason: Building Instructions - KRIKORI NUI

Priority: Medium

Description: KRIKORI NUI building instructions

Status/Result:

Save Print

FIG. 9A

Immediately, PJ is alerted
that the system has
located some Solutions
that may be helpful.

718

920

SAP

Bill Frissel
Martin Co. Ltd.

2 Automatically Proposed Solutions Available

Mail Outbound Connected 0:05 / 0:15 Ready

Accept Reject Transfer End Dial Pad

E-Mail

Subject: Re: KRIKORI NUI building instructions

Text type / Language: HTML English

Insert Standard Response

Attachments: 7 (36 p)

>Hi,
>Could you please send me the KRIKORI NUI building
>instructions?
>Thx, Bill Frissel

E-Mail Header

From: p.castillo@lego.com

Reply To: service@lego.com

To: b.frissel@martin.net

Cc:

Bcc:

Date/Time:

Attachments

Document Title

Type

1/1

Add Delete

Interaction Log

Interaction Record	
Reason	Building Instructions - KRIKORI NUI
Priority	Medium
Description	KRIKORI NUI building instructions
Status/Result	

Save Print

FIG. 9B

P.J. is happy to see
the document he
wants automatically
proposed to him. He
adds it to his cart
and emails it.

700

930

932

934

936

SAP

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer Hold Unhold Hang Up Dial Transfer End Dial Pad

2 Automatically Proposed Solutions Available

b.frissel@martin.net
0:05 / 0:15
Ready

Not Ready

Knowledge Search

Search Criteria

Text Search | Attribute Search

Database Language

Search Terms

Kirkori nul building instructions

Exact Phrase

Exclude Terms

Search Clear

Search Refinement

Search Results

Title

Kirkori Nui step-by-step building instructions

Kirkori Nui product description

Relevancy

100%

85%

1/1

Add to Cart Show Suggestions Hide Suggestions

Cart

Title

Kirkori Nui step-by-step building ins.

Feedback Status

Successful

1/1

Export to Case Remove

Refine Find Related

FIG. 9C

- Predefines rules populate email with an auto-response
- If auto response is incorrect the agent can delete email and start over
- Body of email remains editable so agents can add or remove additional info.

P.J. personalizes the email and sends it to Mr. Frissel.

942

718

710

700

SAP

Bill Frissel
Martin Co. Ltd.

Accept Reject Transfer End Dial Pad

E-Mail

Mail Outbound Connected 0:05 / 0:15 Ready

b.frissel@martin.net

Not Ready

E-Mail Header

From: p.castillo@lego.com
Reply To: service@lego.com
To: b.frissel@martin.net
Cc:
Bcc:
Date/Time:

Attachments

Document Title: LEGO Krikori Nui building instructions
Type: 1/1

Interaction Log

Interaction Record

Reason: Building Instructions - KRIKORI NUI
Priority: Medium
Description: KRIKORI NUI building instructions
Status/Result:

730

Subject: Re: KRIKORI NUI building instructions

Text type / Language: HTML English

Insert Standard Response: building instructions request

Co

7 (36 p)

Mr. Frissel,

The building instructions you requested are attached. Have fun building with LEGO!

Kind Regards,
PJ Castillo
Customer Service Representative

940

>Hi,
>Please send me the product catalogue for the exclusive
>Lego sets.
>Thx. Bill Frissel

912

Save Print

FIG. 9D

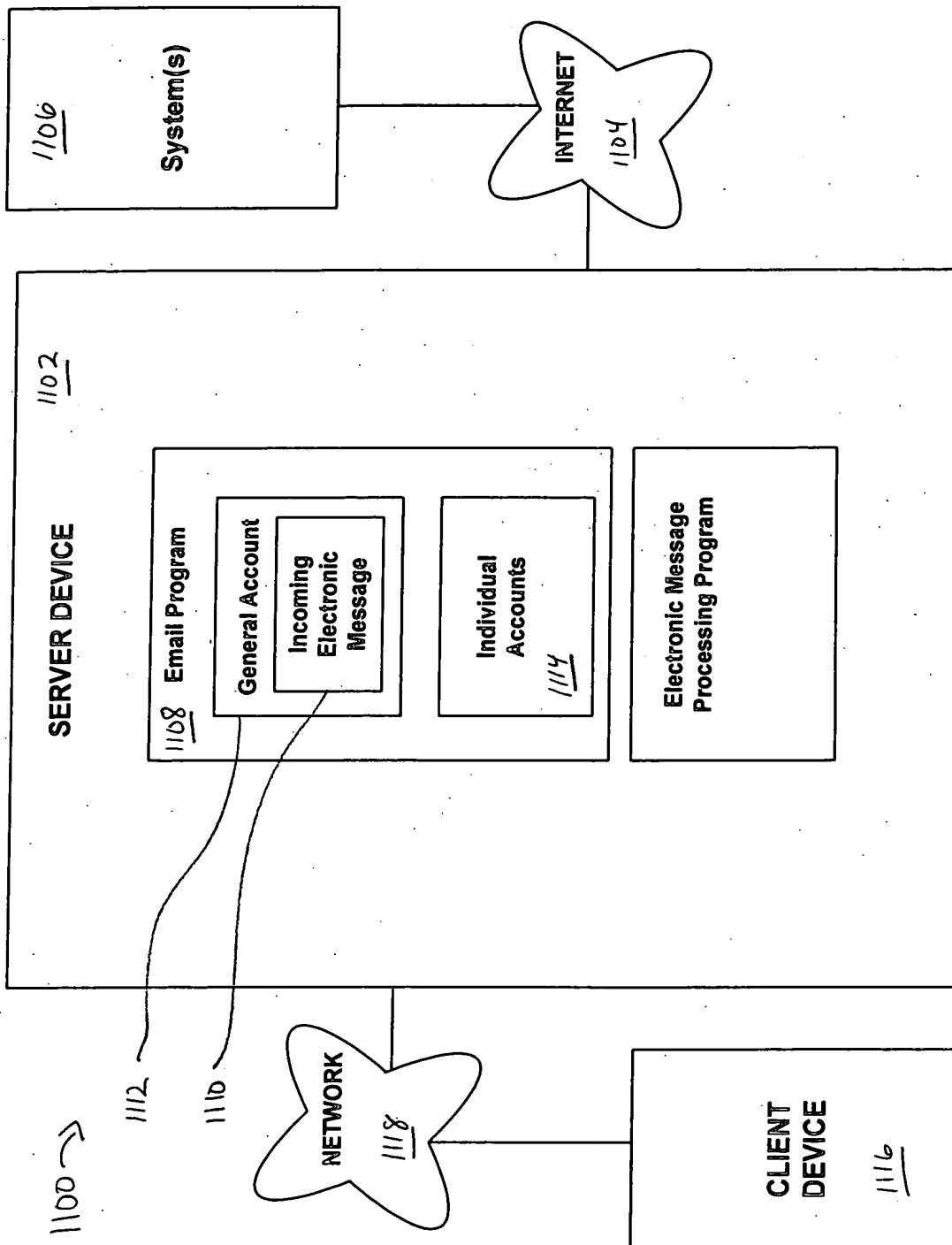


FIG. 10